



Two Local Businesses Become One

Two Northeast Wisconsin businesses have decided to merge their efforts into one. Effective May 1, 2020, New Hype Solutions and Branding180 became Evolution. The promotions and marketing company is based in Neenah, WI. Evolution offers promotional products, decorated apparel, print solutions, digital media solutions in the way of video production, photography, graphic design, website development, social media management, along with public speaker representation. They are an independent affiliate of iPROMOTEu.

New Hype Solutions, which was based in Neenah, was established in 2010 by Julie Rankin. Since that time, Rankin grew her company into one with a reputation of top-tier customer service and reliable products, building extremely strong relationships with clients who have been with her from the beginning. According to Rankin, she is excited to begin this new chapter of business in her life.

“Watching my company grow over the past 10 years has been a joy, and when this opportunity presented itself, I knew this was a great fit for both of us, and I could not be more excited,” she said.

Branding180 was established in 2015 and was based in the Black Creek area. Owned by David Vander Bloomen, they continued to expand their offerings in their short existence to continue offering new and improved marketing solutions to their clients. Business growth has always been on Vander Bloomen’s mind, and this new endeavor with Rankin came at the right time.

“When Julie and I met, we instantly realized we shared a love for our customers, our industry, and the values we hold,” he said. “We both knew we wanted to grow our respective businesses, but when we realized the impact we could have on our client’s goals by taking a team approach, we realized we were stronger together than apart.”

Located in historic downtown Neenah, the excitement of getting involved in the Neenah community as soon as possible is one of the top goals of Rankin and Vander Bloomen. One of the company’s missions each year will be to donate a portion of their yearly profits to a community need or local foundation.

“I am all about giving back to the community. That was one of the things David and I talked about right away, and I’m so happy we both have that passion.” Rankin said.

“All I have heard about Neenah is how close-knit the community is, and with the passion Julie and I share about giving back when able to the area where we work and live, there isn’t anything more special I can think of to be involved in,” added Vander Bloomen.

Along with a partner company, Big Bark Media, an opening celebration will be held at their office location at a to-be-determined date. More information about Evolution can be found at their website, www.evolutionhype.com.

For interview requests or other information, please contact:

David Vander Bloomen
Co-Owner, Evolution
128 ½ West Wisconsin Street
Neenah, WI 54956
davidv@evolutionhype.com